



THE CANADIAN LEGION
STETTER BRANCH No. 59

PRESENTS

STETTLER'S 20th ANNUAL

STAMPEDE



TUESDAY AND
WEDNESDAY

JULY 5th & 6th

Arnold's Plumbing

For All Your
PLUMBING NEEDS

Nº 2083

HEART BUILDING SUPPLIES

Serving The Heart of Alberta.

SEE US FOR YOUR BUILDING NEEDS.

LUMBER — FLOOR COVERINGS — HARDWARE

F. AVERY CONSTRUCTION

MORTGAGES AVAILABLE — FREE ESTIMATES

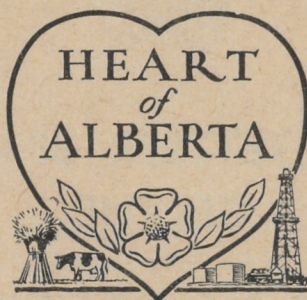
COMPLETE PLAN SERVICE FOR "DO IT YOURSELF"

OR "BUILDER" PROJECTS.

SEE US FIRST.

Welcome Folks!

TO THE
Town of Stettler



WE ARE PROUD TO HAVE YOU
HELP US CELEBRATE
THE

20th ANNIVERSARY

OF THE

Stettler Stampede

WELCOME!



THE STETTLER BRANCH
OF THE

CANADIAN LEGION

ANNOUNCES ITS PLEASURE IN ONCE AGAIN
SPONSORING THE STETTLER STAMPEDE AND
THROUGH THE MEDIUM OF THIS BOOKLET,
EXTENDING TO ONE AND ALL A HEARTY
WELCOME TO THE

Stettler Stampede

COME TO STETTLER

JULY 5th & 6th

DRIVE HOME SAFELY



Mr. Jack Chapman

PRESIDENT

of The Stettler Branch of the Canadian Legion

It is with a great deal of pleasure that I, on behalf of the Stettler Branch of the Canadian Legion, am privileged to extend to you all a hearty welcome to the 20th. Annual Stettler Stampede.

This year, the show will be bigger and better than ever, with several additional attractions over last year. Among these new attractions will be a trade fair and craft guild display held in the new Community Centre on the Stampede Grounds, a sparkling two hour grandstand performance held in conjunction with the always thrilling chuckwagon races, a new fully modern grandstand, and a parade on the morning of July 5th, which promises to surpass all other parades. Allow us to be your hosts, come to the Stettler Stampede on July 5th. and 6th.

DOCTOR BOZER

CHIROPRACTIC DOCTOR

In Practice 40 Years.

WELCOME TO STETTLER
AND THE STAMPEDE

WOOLSEY Motors

Independent Auto Dealer
Farm Supplies and Mobile
Milling. Auto Wrecking and
Steering Alignment. Motor
tune up and analiscope.

DUNLAP DRUG

Co. Ltd. — Established 1905

P.O. Box 998 —

PH. RI 2-2205 — Stettler

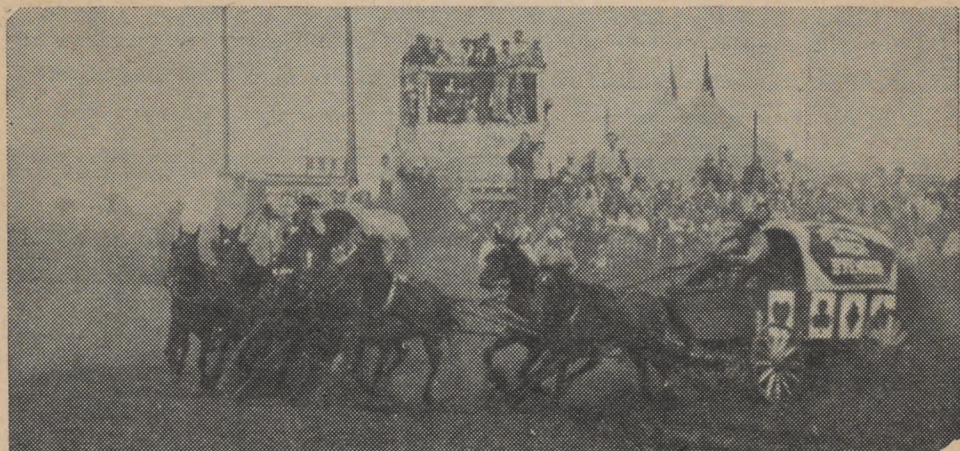
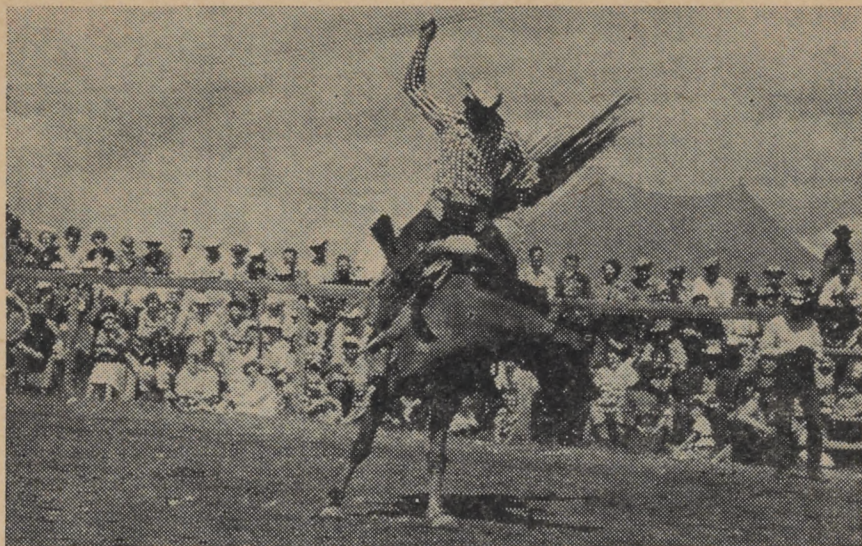
ANDY'S

TEXACO SERVICE

Specialize Tune Up Service
Electrical — Carburation —
Ignition.

Jct. Highway 12 — Main St.

No 3336



HI-WAY SERVICE

Your B-A Dealer
In west Stettler with
Modern Cafe—24 Hr. Service
PH. RI 2-3001 — Stettler

Central Alberta Dairy Pool

ALPHA DAIRY PRODUCTS
PH. RI 2-2041 — Stettler

No. 50636

CORNER RESTAURANT

THE PLACE TO EAT
Main Street, Stettler

DICK'S Men's Wear

The Store for Men & Boys
Specializing in Western Wear
Ph. RI 2-2433 — Stettler

THE THEME

We are living in stirring times. Just five years-ago in Stettler, as in many other communities in Alberta, we celebrated the 50th. Anniversary of the Province of Alberta. At that celebration we saw farm machinery that our pioneers used 50 years ago, methods of transportation that they used, and on that day some of our Pioneers, who are still with us, dressed in clothing that they wore 50 years ago. In viewing the parade that day some of us wondered; "Who would have thought 50 years ago, that we would have progressed as far as we have today?"

Today our farm machinery is highly mechanized. We cut and thresh our grain in the same operation, instead of horses or steam engines, we use tractors mounted on rubber. Medical Science has made tremendous advances in the last 50 years, many of the dreaded diseases that plagued our Pioneers have been conquered and man's expected span of life has been greatly increased. Wherever we look we see improvements and advances. About the most spectacular advances have been made in the field of Science. Today we are standing on the threshold of space.

In viewing these spectacular changes it makes us wonder what things will be like 50 years from now, when we think of it, it staggers the imagination. It is something each and every one of us has wondered about and speculated on. Will there be space ships with travel to distant planets? Will cars travel on a cushion of air, and if so, will roads be necessary? Will we live in plastic houses heated with solar energy? The more we think of it, the more exciting it becomes, and the more we think of it, the more we yearn to live in such a golden age.

And that is exactly what we are going to do in Stettler this July 5th and 6th.

During our Jubilee Celebration in 1955 we celebrated 50 years of progress. This year in Stettler we are going to celebrate THE NEXT 50 YEARS OF PROGRESS! In other words this July 5th and 6th we will be celebrating THE YEAR 2010!

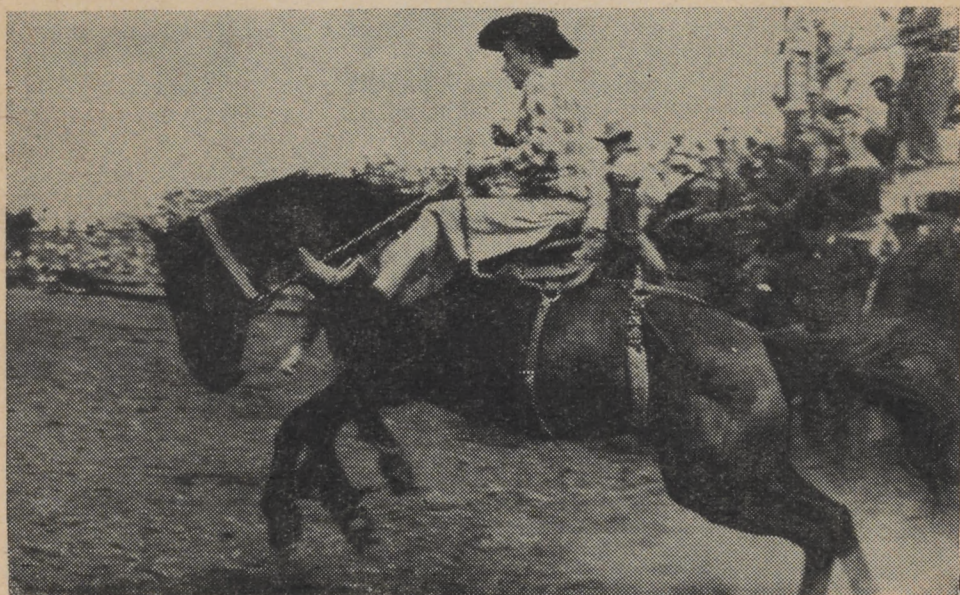
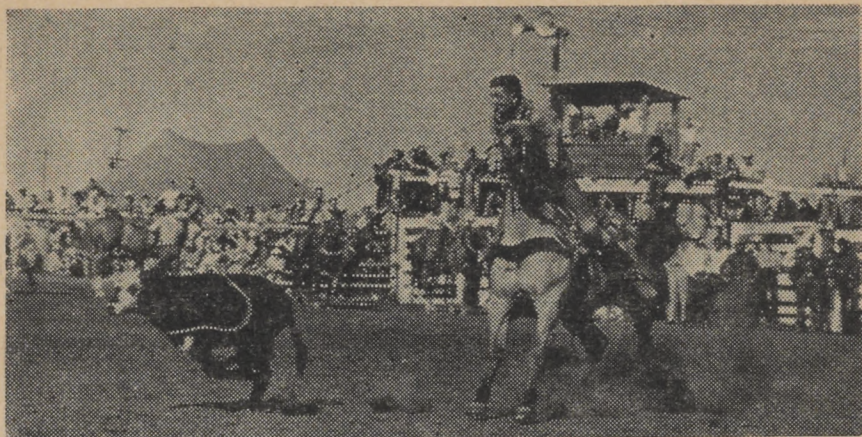
**KEN'S
KORNER SERVICE**
B-A DEALER
Across from Post Office
PH. RI 2-2021 — Stettler

JIMMY'S Hardware
Full Line of Shelf and
Heavy Hardware
Phone RI 2-2543
Main Street Stettler

A
No 64142

Visit . . .
**THIRSK'S 5c to \$1
STORE**
And Coffee Bar

J. I. CASE Co.
FARM EQUIPMENT
SALES AND SERVICE
B. L. TWEIT
Phone — RI 2-2055



"HOUSE of HOSPITALITY"

ROYAL HOTEL STETTLE

Box 403 — PH. RI 2-2003

SUPERIOR GARAGE (Stettler) Ltd.

Chrysler, Plymouth, Valiant
Cars — Fargo Trucks
North Star Products

B

No 15905

Gaffney & Odland

B. A. OIL AGENTS

Stettler & Drumheller
Ph. RI 2-2273 — VA 3-2350

MACLEODS LTD.

ALL OVER THE WEST

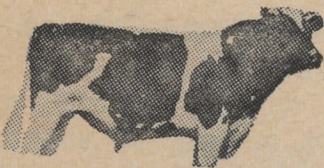
Everything for the farm, car
home and family.
PHONE RI 2-2023

THE PARADE

I love a parade, and so will you — love the parade at the Stettler Stampede on the morning of July 5th. Because:—this parade will be different, this parade will be made up of things never before seen by humans. This parade will be a parade of the future, this parade will be a product of the imagination.

The Merchants and Service Organizations of Stettler have always contributed floats to make the Stettler Stampede Parade one of the finest in Central Alberta. This year the Parade will be bigger and better than ever. This year the Parade will be made up of floats depicting the future. We will see what the car dealers think the car of the future will look like. The Farm Machinery Dealers will show us the Combine and Tractor of the future. The clothing Merchants will give us a fashion parade showing us how our clothing will look 50 years from now. We will see flying saucers, rocket powered space ships and many, many other things of the future.

Once again the parade will be organized and directed by the Stettler Board of Trade. This organization has been connected with the Stettler Stampede Parade ever since it's inception and has been directly responsible for the highly successful parades that have been seen in Stettler. This year the Stettler Board of Trade has announced that the Stettler Stampede parade of 1960 will be the most spectacular parade ever seen in Central Alberta.



The Stettler District Raises
High Quality Stock.
We Sell High Quality
Men's Wear.

**JIM WALKER'S
MEN'S WEAR LTD.**

No 74598

**STETTLER
COLOR CENTRE**

MARTIN SENOUR Co.

PHONE RI 2-3133

P.O. Box 1043 — Stettler



Modern Machine Shop

Ph. RI 2-2141 — Stettler
Dodge — Desoto Cars
Allis-Chalmers Farm
Machinery.

REXALL DRUG STORE

LEE & ELLIS

Stettler — Ph. RI 2-2193
"If it's Rexall it's Right"

A

No 16288

Benders - Dittrich

Cabinet Makers —
General Millwork

Ph. RI 2-3333 — Stettler

WOOTTON TIRE & BATTERY

Ph. RI 2-2661 — Box 1207
Your Goodyear Tires Head-
quarters for Stettler District.

THE 20th. ANNIVERSARY OF THE STETTLER STAMPEDE

The 1960 Stettler Stampede will be the 20th. anniversary of Stampedes in Stettler. As is in keeping with many other fields of entertainment the Stettler Stampede has grown with the times, until it has now reached the point where the Stettler Stampede Committee can proudly announce that the Stettler Stampede is one of the finest shows of its kind in Western Canada.

In addition to the improvement in entertainment, the Stettler Agricultural Society, has recently made several big and important improvements to the Stampede grounds. Within the last three years the Stettler Agricultural Society has made the following improvements: Complete levelling and regrassing of the entire fair grounds, building a new steel fence along the north side of the fair grounds, construction of a new Stampede Arena, chutes, corrals, etc.; construction of a new race track that is considered to be one of the fastest in Alberta, and construction of a new modern grandstand. These are of course the big improvements, and there are many other smaller ones too numerous to mention.

The Stettler Agricultural Society was organized in 1907 and purchased the site of the present fair grounds in 1909. The first grandstand was built in 1916 and beside it stands a new, modern grandstand built this year. Through the years the Stettler Agricultural Society has looked ahead and has enlarged and improved its fair grounds and arena to keep pace with an ever growing stampede.

The Stampede Committee of the Canadian Legion is proud to announce its association with a progressive Stettler Agricultural Society.

CORNER BAKERY

and

COFFEE SHOP

Phone RI 2-2013 — Stettler

CO-OP

— PHONE RI 2-2113 —

Meats — Groceries
Feeds — Farm Supplies

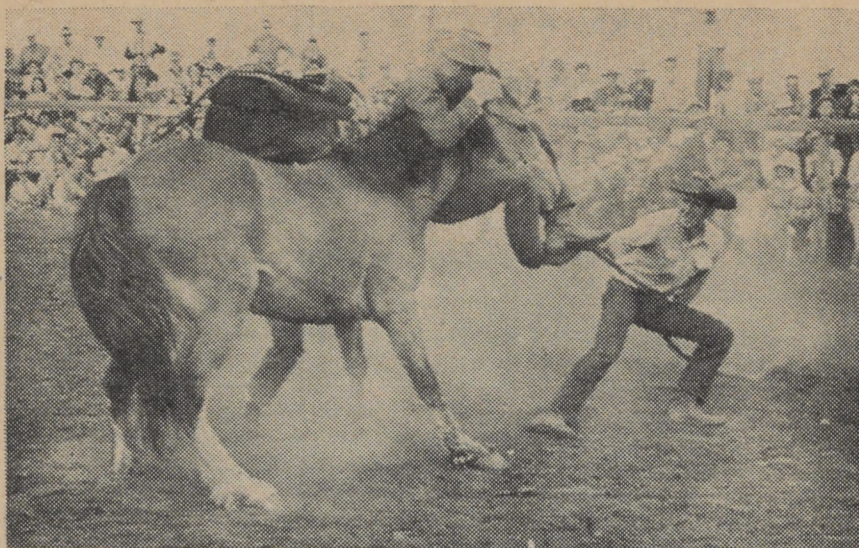
PETE BURY PLUMBING

Price Sells — Quality Tells

JENKINS GROCETERIA

Groceries, Fresh Meats
Fruits & Vegetables
Phone RI 2-3081 — Stettler

86733
No. 2N



REG'S BAKE SHOP

Best in Bread, Pastry & Cakes
Wedding and Birthday Cakes
a Specialty.

Phone RI 2-3012 — Stettler

BUILDERS HARDWARE

Your Headquarters for
Sporting Goods and
Home Furnishings.

A

No 43649

CLUB CAFE

Meet and Eat at Club Cafe.
Biggest and Best Cafe
In Town.

Phone RI 2-2613 — Stettler

McIvor's Barber Shop

If your hair is unbecoming
to you or your family you
should be coming to us.

The Stampede Queen



STETTLER STAMPEDE QUEEN 1959

Miss Eleanor Hillaby, Donalda, Alberta, was chosen to be queen of the Stettler Stampede 1959 and will end her Royal Duties on July 5th in Stettler. The final Royal Duty Miss Hillaby will perform will be to crown her successor at the Grand Stampede Ball.

STETTLER FLOWER SHOP

Dependable Service serving
all central Alberta.

Phone RI 2-2531 — Stettler

J. LAWRENCE (Stettler) Ltd.

Your family shopping centre,
for clothing and footwear in
Stettler and District.

A

**89667
No**

BETTY SHOP

Clothes that really are in
style. Service always with a
smile. Prices that are really
fair. We'll be proud to meet
you here at the "Betty Shop".

ARMSTRONG

**RADIO & APPLIANCE
SERVICE LTD.**

Box. 1180 — Ph. RI 2-2241

THE TRADE FAIR

The Stettler Stampede Committee takes pleasure in announcing another first for the Stettler Stampede. A Trade Fair will be held in the new Community Centre, which is conveniently located on the Stampede Grounds.

The Trade Fair will consist of exhibits of all types of farm machinery, automobiles, and other types of products that are sold and distributed in Central Alberta. It is felt that this exhibit will command a very wide interest and will be open to the public without charge.

THE CRAFT GUILD

The Stettler branch of the Canadian Handicraft Guild announces with pleasure it's first Handicraft and Hobby display. This display will be held in conjunction with the Trade Fair in the new Community Centre on July 5th and 6th.

The aims and objects of the Guild are to encourage a closer relationship among Crafters, to provide a chance to exchange ideas and techniques, and to revive and retain an interest in all handicrafts.

The Handicraft Guild feels that there are a great many people who have work that merits display and would like the opportunity of showing it to the public. The Handicraft Guild feels that it will be a pleasure and a surprise to everyone to see how much hidden talent we have in our district.

The Handicraft Guild is pleased to extend to all interested parties, an invitation to display their handiwork at this exhibition. The exhibit will consist of all forms of handiwork such as copper tooling, leatherwork, basketry, ceramic, textile paintings, etc. Also all types of weaving, rugs, quilts, laces and needlepoint, paintings, drawings, and woodwork.

This display will be open to the public to exhibit or view free of charge. There will be no judging or prizes.

All interested parties who wish to exhibit are invited to contact Mrs. J. Wilson, Box 299, Mrs. C. Arneson, Box 187, or Mrs. C. Burlingham at Chuck's Sport and Hobby Shop, Stettler.

Clara's Beauty Shop

— and —

Boyd's Barber Shop

Phone RI 2-2541

**Stettler
Building Supplies**

Lumber and Building
Supplies

P.O. Box 610—Ph. RI 2-2475

X

32905
N° 40623

Crawford & Turner

I.H.C. Farm Equipment,

Trucks and Holiday Trailers.

Phone RI 2-2093 — Stettler

**STETTLER
TIRE SHOP**

Complete Vulcanizing Service
"No Green Hands Here."

SAVE THIS BOOKLET!

IT MAY WIN YOU A VALUABLE PRIZE!

This booklet could very well mean money to you. Hidden throughout its pages are little treasures. These treasures are in the form of numbers or letters and numbers, you will find them at the bottom of each page and on the cover.

Once every hour throughout the Stampede, a number will be drawn. That number will be valid for one hour, at the completion of that time another number will be drawn and it will then be the valid number, and so on throughout the Stampede until a winner is found. The winner must be present in the Stampede grounds at the time his number is valid and must present his booklet with the winning number in it, to the draw officials. Should there be no winner found one hour after the last draw has been made on July 5th, the draw will continue on July 6th, until a winner has been found or for one hour after the last draw has been made.

The prize will be a beautiful 15 cu. ft. DELUXE ZENITH HOME FREEZER. Should no winner be proclaimed a donation to the amount of the cost of the Home Freezer will be made to the Community Centre in Stettler.

Use the space below to write your numbers in. This will help you check them quickly.

ROBINSON STORES

"PRICES ARE BORN HERE
AND RAISED ELSEWHERE"

Stettler — Alberta.

X

No 20903

STERLING STUDIO

Stettler — Alberta

P.O. Box 400— Ph. RI 2-2571

Photos Are Our Business.

LOU'S FASHION SHOP

The Home of the
Snappy Dresser.

P.O. Box 84 — Stettler, Alta.

PROGRAM

Tuesday, July 5th.

— DAY ONLY —

11:00 A.M. — STAMPEDE PARADE
1:30 P.M. — OFFICIAL OPENING OF RODEO
1:45 P.M. — RODEO — C.P.A. Approved.
Rodeo Announcer — Archie MacDonald.

GRAND ENTRY

Featuring Canadian and U.S.A. Champions
Led by the Stettler Band.

EVENTS

Bareback Bronc Riding
Calf Roping (tied)
Saddle Bronc Riding
Wild Steer Wrestling (imported Mexican Steers)
Amateur Bronc Riding
Brahma Bull Riding and Fighting
(featuring George Taylor and Jack Lynn of Tulsa, Oklahoma.)
Wild Cow Milking
Wild Horse Race

THE DINER

Famous for home cooked
meals.

Steaks our Specialty —
Tender as a womans' heart.

On Hi-way No. 12, West End

X

No 58868

Pioneer Cafeteria Feeds

(For Results That Pay)

**ALBERTA
PACIFIC
Grain Co.**

Harry Repp — Ph. RI 2-2031

PROGRAM

Wednesday, July 6th.

— DAY ONLY —

EVENTS

Bareback Bronc Riding

Calf Roping (tied)

Saddle Bronc Riding

Wild Steer Wrestling (imported Mexican Steers)

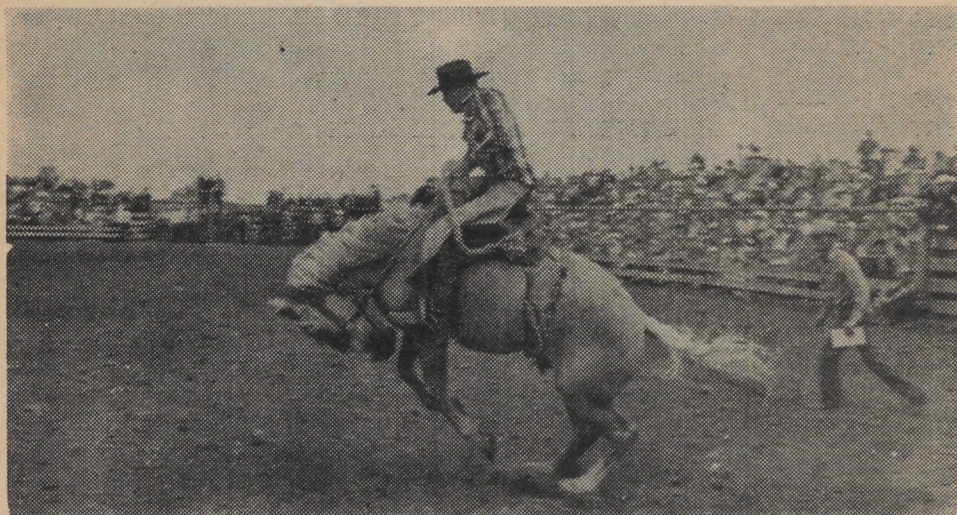
Amateur Bronc Riding

Brahma Bull Riding and Fighting

(featuring George Taylor and Jack Lynn, of Tulsa, Oklahoma)

Wild Cow Milking

Wild Horse Race



LOOK FOR THE BIG
NEON SIGN

SIM'S FURNITURE

(Stettler) Ltd.

Complete Home Furnishers.

— Free Delivery —

Phone RI 2-3223 — Stettler

WESTERN PIANO

Co. Ltd.

Agents for Heintzman Piano

and Hammond Organs

Music Instrument Repairs

X

No 69018

**MORLEY'S
DRIVE - IN**

Highway 12, West Stettler

Eat in — or take out

Snack Bar Service

JAMES A. DENNIS

General Trucking Service
Oilfield Hauling, Winch Work

Heavy Equipment Moving
Phone RI 2-2695 — Stettler

PROGRAM

Tuesday, July 5th.

— EVENING PROGRAM —

- 6:30 P.M. — Boy's Steer Riding
7:00 P.M. — Chuckwagon Races
(Featuring the World's Top Outfits)
8:15 P.M. — GRANDSTAND PERFORMANCE (On the Infield)
Presenting

Have a good time around the **GAYLAND MIDWAY**

Wednesday, July 6th.

— EVENING PROGRAM —

- 6:30 P.M. — Boy's Steer Riding
7:00 P.M. — Chuckwagon Races
(Featuring the World's Top Outfits)
7:45 P.M. — Presentation of Stampede Trophies.
8:15 P.M. — GRANDSTAND PERFORMANCE (On the Infield)
Presenting

Enjoy yourself around the midway — The best, by **GAYLAND SHOWS.**



THE EVENING PROGRAM



JOHNNY JAMES:

Performing one of the most dangerous of riggings, this artist will entertain and amaze you with the many feats of skill and daring; performed on the slack wire. With this thin thread of steel swaying from side to side you will see him do handstands—one foot holds and spins. He combines all this to prove his further dexterity by juggling hoops and balls on the slack wire.

JIMMY TROY:

Thrills and laughs on the high Trapeze! Troy shows uncanny skill and unusual sense of balance. There is not only one but literally dozens of thrilling near falls which bring gasps from the audience. A highlight is the stunt where from a balance on a chair on the trapeze a "fall" is performed and a last split second catch "saves" him. Sensationally entertaining as well as hilarious comedy.



SEE THESE GREAT ACTS AS WELL AS MANY MORE AT THE EVENING PERFORMANCE AT THE STETTTLER STAMPEDE.

JOHNSON INSURANCE AGENCIES

(Stettler) Ltd.

P.O. Box 1150, Ph. RI 2-2392

Brian Johnson, Ph. RI 2-2572

Russ McKinney, Ph. RI 2-2486

All types of insurance (except life) with a Complete Real Estate Service

X

No 30473

No

Stettler Independent

THE LEADING
JOURNAL OF
CENTRAL ALBERTA

CONTEST RULES

Saddle Bronc

Riders and horses for each day will be selected by the management; horses to be furnished by the management and riders will draw for mounts. If rider draws a horse he has once ridden during a contest, he must draw again. Contestants must ride as often, on any horse, judges may deem necessary to determine a winner. Riding to be done with plain halter, ONE rein and saddle. Each contestant must supply his own cotton rope or plaited cotton rein, not more than 1½ inches in diameter, which must pass the inspection of the chute judges, management will supply halter. Saddle may be supplied by either management or contestant, but must be regulation Association saddle. Riding Rein and hand must be on same side. The rein shall be loose at one end and knotted, and rider shall not insert fingers in plaiting.

Horses to be saddled in chute or arena as management may direct. Rider will place saddle and ensure that it remains properly centered. Outside of this rider will have nothing whatever to do with saddling. Management will be responsible for cinching and flanking. Rider will be disqualified if he allows anyone to pull up on back of saddle while horse is being cinched or interfere in any way with saddle other than placing saddle. In case cinch was not tight enough and saddle comes off, contestant will be given a re-ride, judges to decide on what horse he will get for re-ride.

To qualify, rider must have spurs over shoulders and touching horse when horses feet hit the ground first jump out of chute, and rider must continue to spur throughout the ride to the satisfaction of the judges. Rider must leave starting place with rein in one hand, the other hand high in the air, and must keep free hand in the air at all times. Rein hand must be absolutely free, showing daylight as he leaves the chute.

No horse shall be turned loose until rider indicates he is ready. Ten seconds will be given by timers with stop watches from flag until whistle, to each rider. Should horse fall and if, in the opinion of the judges, the animal was not pulled down by the rider, his time shall be judged up to the time the horse fell; and if the judges so decide they may permit a re-ride.

WEST END SERVICE

Imperial Products
Atlas Accessories
24 Hr. Service

STARLING & INNOCENT

MASSEY - FERGUSON
Sales & Service

A

No. 88818

BOB'S AUTO SALES

Volkswagen — Rambler
Sales & Service
White Rose Products

FRASER McKAY

JOHN DEERE
Sales & Service

CONTEST RULES

Saddle Bronc (Continued)

OFFENCES — The following offences will disqualify a contestant.

Not spurring a horse high enough in the shoulders first jump out of the chutes.

Losing stirrup.

Failing to be ready when name is called.

Being bucked off.

Changing hands on rein.

Not giving horse its head on leaving starting place.

Pulling leather.

Abusing or fighting horse.

Slapping horse.

Any attempt on the part of contestant to violate or take unfair advantage of the rules.



**CAMERON,
ROBERTSON,
McKENZIE**

**RED HEAD
QUALITY PRODUCTS
AND SERVICE**

**A
No 33499**

**CHARLES'
Slaughter Service**

Stettler — Phone RI 2-3141

**Located south of Drive-In
Theatre.**

**Complete Meat Processing.
Retail Meat Sales.**

Meat Is Our Business

CONTEST RULES

Bareback Bucking Horse Riding

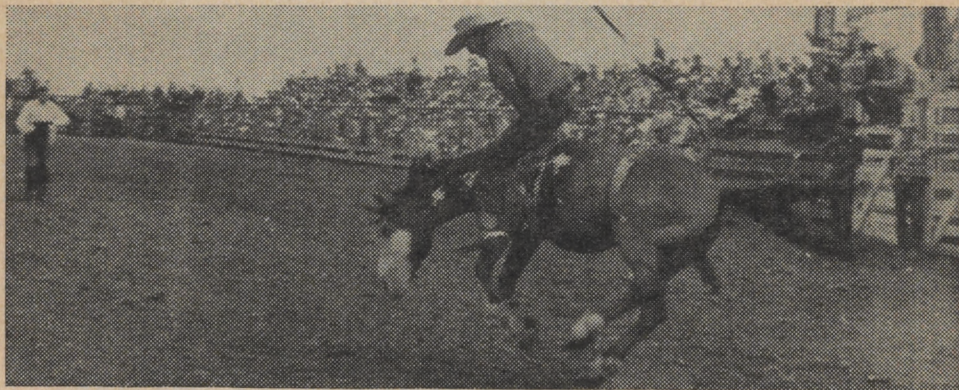
This is a one hand contest. Riders may use their own rigging if rigging is not over 10 inches in width at hand hold and not over six inch D ring or not a freak—judges to decide on all rigging.

Eight seconds will be allowed for ride before signal is given by timer. Time to start is when ride is given flag at chute gate.

To qualify, rider must have spurs over shoulders and touching horse when horse's front feet hit the ground on the first jump out of the chute, and rider must continue to spur throughout the ride to the satisfaction of the judges.

Any of the following offences will disqualify a rider:

1. Not spurring horse over the points in the shoulders first jump out of chute.
2. Cheating in any manner.
3. Being bucked off.
4. Touching the animal with the free hand.
5. Use of any excess substance or preparation on any part of riders clothing or equipment.
6. If rigging comes off horse without breaking.



E. K. GIBSON

MANUFACTURERS LIFE
AGENT

**HAROLD'S
ESSO SERVICE**

Prompt and Dependable
Service.

A

5583

No

**McGILLIVRAY'S
Shopping Centre**

One Stop Shopping —
Plenty of Parking Area.

**COUNTY OF
STETTLE**

Compliments Of
County Of Stettler No. 6

CONTEST RULES

Wild Horse Race

Each rider will be allowed two helpers whom he must furnish himself.

All riders in this event must be equipped with complete cowboy outfit, such as association saddle, chaps, cowboy hat, etc. All helpers must also be attired in cowboy clothes.

Each contestant shall furnish his own saddle, halter and shank.

Horses will be let out of chutes as directed by the management, and when all horses are out, signal will be given and race starts from that point.

Contestants and helpers are allowed to hold horse by halter rope only until the signal to start is given. All saddles must remain on ground and contestant and helper are not allowed to touch or gentle the animals in any way until signal to start is given. No foot roping will be allowed, either with catch rope or halter shank, and horses must come out of the chute with rope on the same side as the contestant. Deliberately placing shank over neck so as to bust horse when he comes out will not be allowed.

No helper will be allowed to haze horse after horse is turned loose.

First riders through gate into lane or designated finish line will be awarded the prize money in the order of their finish.

All riders are required to remain back of finishing gate after dismounting, so as not to interfere with wild horses headed for the gate and to avoid accident.

Contestants please note — Willful Busting will disqualify!

**"KEN
SIMON"**

**IMPERIAL ESSO
AGENT**

**"Always Look To Imperial
For The Best."**

A

No 26438

**ONLY DUNLOP INSURES
THE BEST**

**TOM'S PURITY
TIRE SHOP**

**WM. WASCHUK
WELDING LTD.**

**Portable & General Pipeline
Fabrication Oil Field Service
Ph. RI 2-3145 — Stettler**

CONTEST RULES

Steer Wrestling or Dogging

Arena conditions will determine start and deadline.

There shall be two or more timers, a deadline referee, a field judge, and as many other officials as the local management finds necessary. Animals used for this contest should be closely inspected and objectionable ones eliminated, however if animals in this event are being used for the first time and are not suitable, decorating will be substituted for the event. Contestant will not be required to compete on a crippled steer or a steer with a broken horn. If contestant jumps at steer, he accepts him as sound. Contestant will be disqualified if he attempts in any way to tamper with steers or chute. Only one hazer is allowed. Steer must be caught from horse. If steer gets loose dogger may take no more than one step to catch steer. Contestant must furnish own hazer and horses. After catching steer, wrestler must bring it to a stop and twist down. If steer is accidentally knocked down or thrown before being brought to a stop or is thrown by wrestler putting animals horns into ground, it must be let up on all four feet and then thrown. Steer will be considered down only when it is lying flat on its side, all four feet and head straight. Wrestler must have hand on steer when flagged. The fairness of catch and throw will be left to the judges, and their decision will be final.

Hazer must not render any assistance to contestant while contestant is working with steer. Failure to observe this rule will disqualify the contestant. Contestant and hazer must use the same two horses they leave the chute with. Hazer will be disqualified for jumping at steer.

DON'S ESSO SERVICE

Complete line of Esso
Products And
Used Cars.

BLAIR REALTY & INSURANCE

Specializing in Farms
And Ranches
Ph. RI 2-2233 — Stettler

No 6448

CAMPBELL'S DRUG STORE

Prescriptions And
Veterinary Supplies.

Dr. W. A. HANEY CHIROPRACTOR

Ph. RI 2-2505 — Stettler

CONTEST RULES

Bull or Wild Steer Bareback Riding

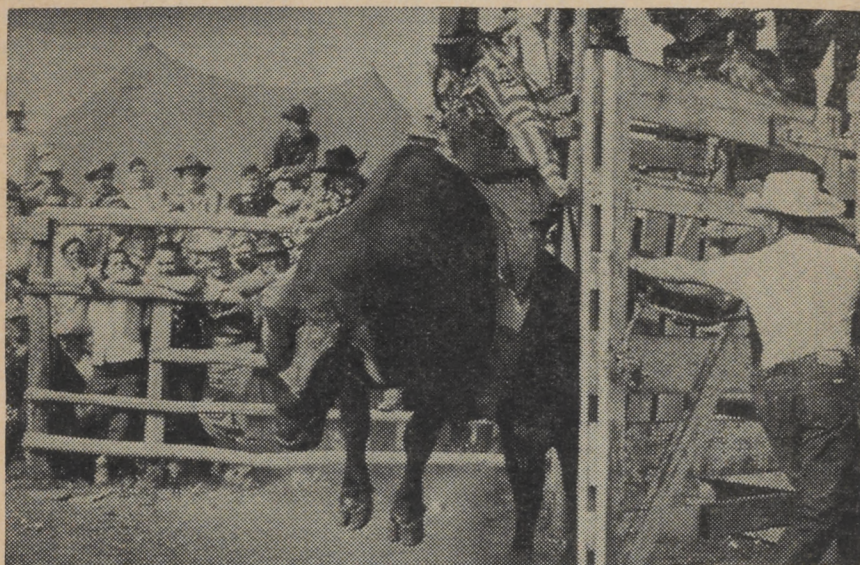
Bulls or steers to be ridden from chute with rope. Rider must ride with one hand on rope and one hand in air. No changing hands allowed. Surcingle rope to be furnished by contestant, with bell attached. No bell — to time.

All head fighting bulls or steers having had horns, are to be dehorned or taken out of the draw.

Eight seconds will be given by timers with stop watches from flag until whistle.

Any of the following offences will disqualify a rider.

1. Cheating in any manner.
2. Being bucked off.
3. Touching the animal with free hand.



Stettler Electric

LLOYD BRODIE

Electrical Contractors

Phone — RI 2-2061

GRAHAM'S

Credit Jewellers

Gifts For All Occasions.

B

5755

No.

**RUMMY'S
MEN'S WEAR**

The Narrow Store With
The Wide Appeal

MEL'S SHOES

Stettler's Exclusive
Shoe Store

Shoes for Women and
Children

CONTEST RULES

Calf Roping

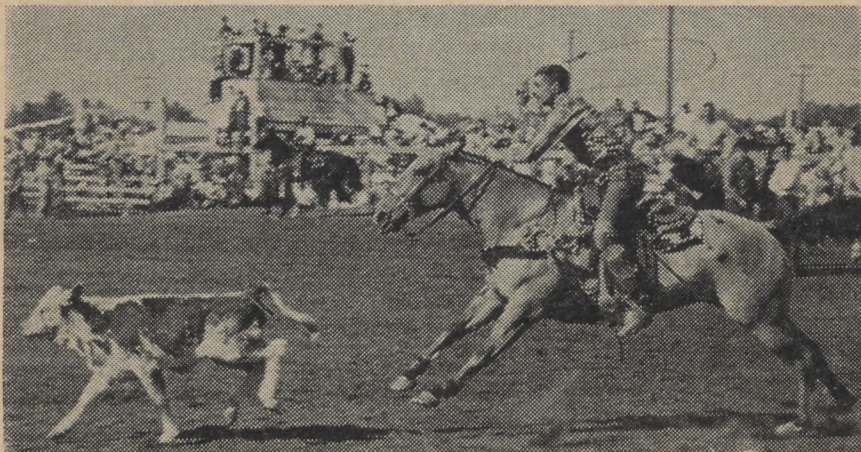
Two loops are allowed provided roper carries two loops for his purpose, but if rope is not on calf properly in 45 seconds, roper shall receive "no time" on that calf. No second calf can be brought that day.

Anyone interfering with calves, except employees whose duties are to look after them will be expelled from the grounds and entry fees forfeited.

Calves will be numbered and drawn for. Ropers will compete as listed or drawn, and will take calves as they come from chute when contestants name is called.

This is a catch-as-catch-can contest. Roper must throw rope from horse and not place on calf. After roper has caught calf in the above described manner, he must stop horse, dismount, go down rope, throw calf by hand, cross any three feet and tie up in a proper manner. THEN THROW UP HIS HANDS FOR TIME.

Roper will be penalized ten seconds if calf is jerked down by the horse or roper with the loop which is used when calf is tied. A calf jerked down means that a calf is off its four feet, lying on back or side. An additional ten seconds penalty will be imposed if roper's horse drags calf three feet or more.



McALISTER MOTORS LTD.

FORD — MONARCH
FALCON

BEAVER LUMBER

Geo. Halisky, Mgr.

Offers you the new 1960 Beaver catalogue, featuring 72 big pages of Better Living Ideas. Packaged Homes. Farm Bldgs.

A

No 53992

MILLARD & SON

GLASS SHOP

Auto Glass Specialists

E & S Construction

EXCAVATING &
TRENCHING

Phones: RI 2-2791, RI 2-3041
P.O. Box 325 — Steffler

CONTEST RULES

Chuck Wagon Racing

Each outfit to consist of a wagon drawn by a four horse team, with a driver. Wagons must be regulation round-up wagon (standard running gear with double box which is not less than 38 inches wide, 20 inches high and 10 feet long), table, no false bolsters, with bows and canvas. Wagons with driver on seat to weigh at least 1325 pounds.

For each outfit racing, per heat, a set of two barrels is placed in the infield in such a position that the wagon starting from the barrel nearest the track must make a figure eight around the set of barrels before entering the track. Barrel spacing is such that each outfit has equal distance to travel from start to finish line. Starting is done by the "Sarter" with horn or claxton when he sees all outfits are ready.

Penalties are levied for such things as:

Ahead of the track barrels when the horn blows	2 sec.
Wagon knocking over barrel	5 sec.
Wagon missing barrel — each barrel	5 sec.
Wagon being under weight — each 100 lbs. or par thereof	1 sec.
For whipping with ends of lines or any substitute	2 sec.

There are numerous other penalties and these play a very important part in deciding the winner of each heat.

The speed of the horses is, of course, very important, but even more important is the skill of the driver. Chuck wagon racing is a professional contest that is full of thrills, and in a flash can become a very dangerous business.

KELLOUGH BROS. LTD.

The Best in Concrete
Construction

Transit Mix Concrete

Excavating & Land Clearing

Ph. RI 2-3256 — Stettler

NO. 60786

G. H. ROBERTS Construction Ltd.

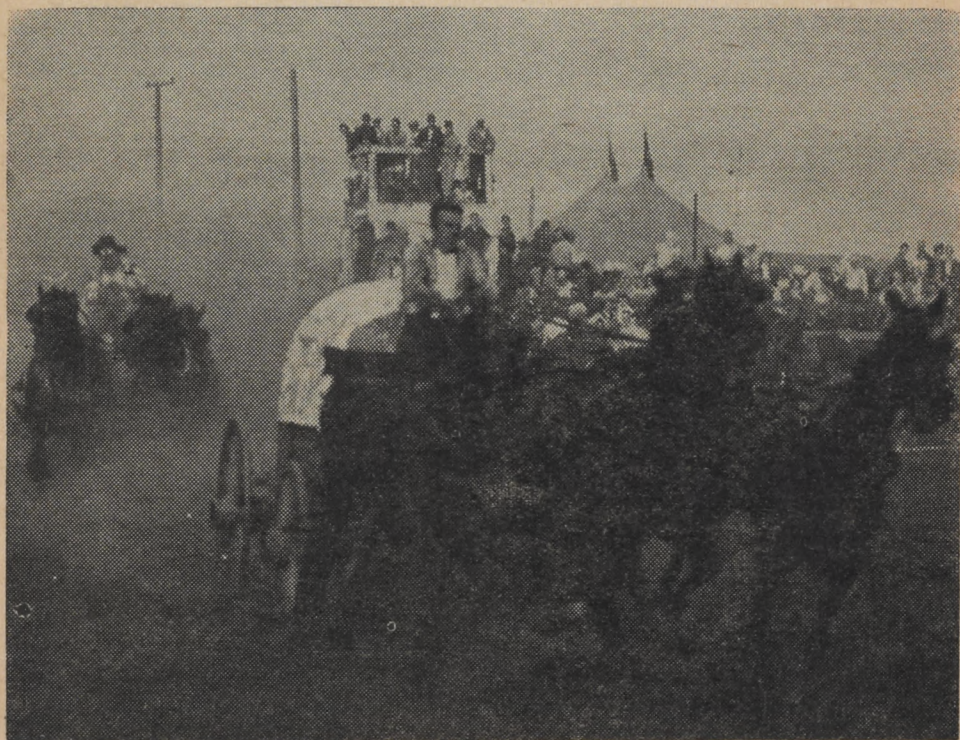
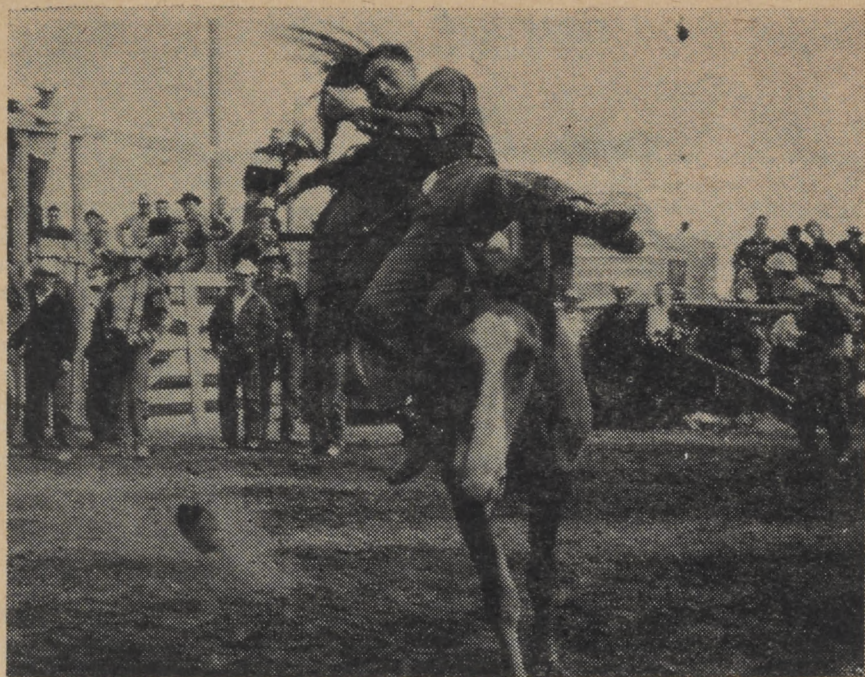
PH. RI 2-2643 — Stettler

General Contracting

Homes & Commercial —

New & Remodelling

All Types of Concrete Work



Notes

Autographs

Rlvsd
2-2471

or
2-2585

E. SALT AGENCIES

Specialized Real Estate And
Insurance Service.
World Travel Agents by Sea, by Air.
A complete Free Travel Service.
Res. Phone RI 2-2585 — P.O. Box 40
Stettler, Alberta.

Rlvsd
2-2471

or
2-2585

STETTLER AUCTION MART Ltd.

SALES EVERY MONDAY AND TUESDAY.

BOX 1215

—:

PHONE RI 2-2785

WE SPECIALIZE IN FARM SALES
FULLY INSURED CATTLE LINER SERVICE.

Nº 12208

KAY & BILL'S SERVICE

DAILY FREIGHT SERVICE TO RED DEER AND RETURN —
ALL TYPES OF TANK TRUCKING —
WHITE ROSE BULK PRODUCTS
PHONE — RI 2-2701

The Modern Way



... as modern as atomic energy. And just as sensational, too. Only the constant accuracy of electric cooking assures you of the perfectly baked cake, the superbly succulent roast—every time. Your family—your cooking skill—deserve the modern range. Of course, it's electric.

"Power for
Alberta's
Progress"



**Canadian Utilities,
LIMITED**

ASSOCIATE MEMBER
CANADIAN CHAPTER



C. V. Richardson

FARM BATHROOMS & WATER SYSTEMS
TINSMITHING — GASFITTING
— FURNACES —
COOLING & AIR CONDITIONING

Plumbing & Heating

STETTLER

PHONE — RI 2-2677

Nº 27968

*Your Dollar Buys More
at your Marshall-Wells Store*

MARSHALL - WELLS STORES

Stettler Hardware and Furniture Ltd. — Owners
STETTLER, ALBERTA